

Our Community Plan  
Christchurch City Council  
P.O. Box 237  
Christchurch

May 5, 2006

## Submission to LTCCP from Christchurch Arts Festival Trust

This submission is made by the Christchurch Arts Festival Trust, organiser of the biennial Christchurch Arts Festival, manager of the biennial Christchurch Writers' Festival, developer of the inaugural Christchurch Cabaret Festival and tour manager for key works developed through these artistic events, such as the tour of *Peninsulato* to the upcoming Brisbane Festival.

### Background:

Over these events this organisation contributes;

- Averaged annual turn over in excess of \$1.5 million
- Employment of more than 1,500 performers, administrators and technicians
- In excess of \$200,000 in rental of City facilities (primarily at Christchurch Town Hall but also including Christchurch Art Gallery, Isaac Theatre Royal, the Arts Centre and other key venues)
- Attendances (including free concerts) of in excess of 190,000 people
- Based on the IAEG study commissioned by Christchurch Arts Festival the total economic impact on the City's economy of these key events is estimated at in excess of \$12.5 million

### Support of LTCCP

The Christchurch Arts Festival Trust is fully in support of the concept of a Long Term Plan for the city.

- A Vision for our Future Christchurch;

We believe that our activities fully support the concept of Christchurch as a world-class boutique city with a first-world lifestyle. The Festival exists as a peak cultural event on top of the vibrant artistic and cultural community of Christchurch, facilitating artistic development, telling local stories and providing broad access to the arts and culture for the people of Christchurch and the region.

Our activities contribute greatly to making Christchurch a place where people enjoy living and a place with great work opportunities.

Christchurch Arts Festival  
Second Floor, *Our City*  
cnr Worcester Boulevard  
& Oxford Terrace  
P O Box 705  
Christchurch  
New Zealand  
t +64 3 365 2223  
f +64 3 365 5569  
e [info@artsfestival.co.nz](mailto:info@artsfestival.co.nz)

**Patrons**  
Mayor Garry Moore &  
Sir Tipene O'Regan  
**Trust Chair**  
Sidney Ashton  
**Director**  
Guy Boyce

Our activities are the expression of the peoples and cultures of Christchurch and represent the history, the expectations and the aspirations of the citizens of this region.

- Community Outcomes

We believe that we contribute directly to achieving the following outcomes for the City;

1. A City of Inclusive and Diverse Communities.

By the innovative and challenging programmes presented, the Festival contributes to a growing acceptance of diversity and difference. Part of the job of the arts is to challenge and to support debate on who we are and where we are going. We believe in our role in developing new markets for the arts by challenging the way it is presented, by telling accessible and relevant stories and thus in helping to meet this Community Outcome. Social Cohesion is a by-product of a successful arts world.

2. A City for Recreation, Fun and Creativity

With the largest regional New Zealand arts festival that commissions and presents work that tells local stories, a literary festival and a developing cabaret festival, Christchurch takes its place amongst those cities of the world that value creativity and value the place of the arts and artists. Our work contributes to ensuring that more people participate in leisure activities and that everyone can be included in the creation and enjoyment of the arts.

Our education and outreach programme: Schools into Arts reaches thousands of school children and those no longer able to attend regular performances; our reach into new markets ensures that no-one is excluded from our activities.

3. A City of Life Long Learning

The Festival runs an education programme as a core part of its activities. Thousands of school children every year are given the opportunity to experience the performing, visual and literary arts as part of the Festival's commitment to the future. We contribute directly to helping Council ensure that a broad range of learning activities is available to the people of Christchurch.

4. An Attractive and Well Designed City

The Festival contributes directly to maintaining the heritage of this city. The first arts international arts festival in New Zealand was in Christchurch in 1962 and continued under various guises until 1984. The Christchurch Arts Festival revived this tradition in 1995 and has run biennially since that time.

In addition, the Festival has visual and performance events that are presented on the streets of Christchurch. In 2007 the Festival is planning to coordinate key events in Cathedral Square and work closely with the Central City Revitalisation strategies.

Submission;

Therefore the Christchurch Arts Festival Trust, organiser of the Christchurch Arts Festival, the Christchurch Writers' Festival and the Christchurch Cabaret Festival, the former two core funded by, and the latter seeking seed funding support from, the Christchurch City Council submit that forward planned financial support for Events and Festivals should be enshrined in the LTCCP and not subject to the current annual bidding process.

We believe that this commitment on the part of Council belongs either under the Recreation and Leisure provisions or, more appropriately, the Cultural and Learning Services provisions of the LTCCP.

It will have been noted the Festival was a signatory of a joint submission with The Court Theatre, Canterbury Opera, the Christchurch Symphony and Christchurch City Choir. In many ways the Festival sees itself as a peer of these and other professional arts organisations, hence the comment above.

The Festival easily satisfies the Council's Objectives for Recreation and Leisure in the LTCCP that apply to events and festivals:

To ensure that events and festivals contribute to the enjoyment of living in Christchurch, and % satisfaction with the quality of major festivals and events provided: the audience survey conducted during the Christchurch Arts Festival 2005 indicated that:

99.5% agreed the Festival created a positive image for Christchurch

99.6% agreed the events in the Festival were highly enjoyable

98.7% agreed there were a good variety of events

99.5% agreed the events were of high quality

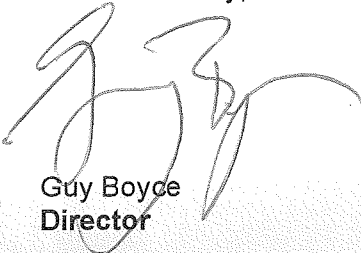
94.2% rated the Festival as "Excellent" or "Very Good"

While the Council have commissioned a strategic review of Events and Festivals, the Festival believes its events are of local, regional and national importance as showcases of New Zealand arts and culture that represent the history, the expectations and the aspirations of the citizens of this region. As such, the Festival deserves security of financial support.

The current funding process leaves the City's key arts festival unable to plan its future with any certainty. Inclusion in the LTCCP would embed the City's commitment to and belief in the Festival, and would recognise the major contributions: artistic, financial and social made to the City by this organisation and would give the Festival some measure of ability to plan our financial future in such as way as to ensure that we can continue to make an outstanding contribution.

I look forward to speaking to the review committee and to receiving the final plan.

Yours sincerely,



Guy Boyce  
Director